



Service Description: Advanced Services – Fixed Price

Cisco ONE Access – Advanced Mobility:

Mobility Application Services for Connected Mobile Experience – Large (ASF-C1-CMX-A-L)

This document describes Advanced Services Fixed Price: Cisco Mobility Application Services for Connected Mobile Experience.

Related Documents: This document should be read in conjunction with the following documents also posted at www.cisco.com/go/servicedescriptions/: (1) Glossary of Terms; (2) List of Services Not Covered. All capitalized terms in this description have the meaning ascribed to them in the Glossary of Terms.

Direct Sale from Cisco. If you have purchased these Services directly from Cisco for your own internal use, this document is incorporated into your Master Services Agreement, Advanced Services Agreement, or other services agreement covering the purchase of Advanced Services-based services with Cisco ("Master Agreement") If no such Master Agreement exists, then this Service Description will be governed by the terms and conditions set forth in the Terms & Conditions Agreement posted at http://www.cisco.com/web/about/doing_business/legal/terms_conditions.html. If you have purchased these Services directly from Cisco for resale purposes, this document is incorporated into your System Integrator Agreement or other services agreement covering the resale of Advanced Services ("Master Resale Agreement"). If the Master Resale Agreement does not contain the terms for the Purchase and Resale of Cisco Advanced Services or equivalent terms and conditions, then this Service Description will be governed by the terms and conditions of the Master Resale Agreement and those terms and conditions set forth in the SOW Resale Terms & Conditions Agreement posted at: http://www.cisco.com/web/about/doing_business/legal/terms_conditions.html. For purposes of the SOW Resale Terms and Conditions this Service Description shall be deemed as a Statement of Work ("SOW"). In the event of a conflict between this Service Description and the Master Agreement or equivalent services exhibit or agreement, this Service Description shall govern.

Sale via Cisco Authorized Reseller. If you have purchased these Services through a Cisco Authorized Reseller, this document is for description purposes only; is not a contract between you and Cisco. The contract, if any, governing the provision of this Service will be the one between you and your Cisco Authorized Reseller. Your Cisco Authorized Reseller should provide this document to you, or you can obtain a copy of this and other Cisco service descriptions at www.cisco.com/go/servicedescriptions/.

Cisco Mobility Application Services for Connected Mobile

Experience

Service Summary

This service provides a strategy, design, testing, implementation, and knowledge transfer services for the following Cisco technologies:

- Wireless Intrusion Prevention System ("wIPS")
- Connected Mobile Experience ("CMX")

The Cisco ONE Access - Unified Access solution is the foundation for the Cisco ONE Access – Advanced Mobility solution and services.

The services align to the following deployment parameters for both new and pre-existing deployments:

Size	SKU	AP Count	Concurrent Endpoints	Square Footage
Large	ASF-C1-CMX-A-L	51 – 100	1501-3000	200k

Size	Cisco ONE Access – Mobility Solutions			
	CMX Detect	CMX Connect	CMX Engage	wIPS
Large	Yes	Yes	Yes	Yes

Size	Points of Interests (or Zones)	Vertical Use Cases	Infrastructure Integration	Enterprise System Integrations
Large	50	1-2	1	1

The Services are comprised of the following:

- Project Management
- Strategy and Analysis
- Architectural Design
- Deployment

RF site survey is a pre-requisite.

Deliverables

- Project Plan
- Customer Requirement and Strategy Presentation
- Customer Requirements Document
- Solution Design Document

- Deployment Documents (Configuration, Testing, and Implementation Plans)
- Knowledge Transfer

Location of Services

Services are delivered onsite and remotely to Customer.

Project Management

Cisco Responsibilities

- Provide Customer with a list of designated Cisco personnel roles and responsibilities under this service description.
- Provide a Project Management Plan (“PMP”). PMP is a baseline document from which the Cisco PM can manage deliverables, assess progress, and manage change management issues and any on-going questions.
- Work with Customer to identify and document dependencies, risks and issues associated with the successful completion of the project.
- Provide a Project Schedule highlighting deliverables, corresponding milestones, planned project events, resource(s) and timescales.
- Participate in scheduled project review meetings or conference calls, if required.
- Provide Customer with the identity of personnel requiring access to Customer premises, at least ten (10) Business Days prior to the scheduled date such personnel requires access.
- Deliver a weekly project status report to the Customer.
- Provide a handover, follow on actions, lessons learned, and exception reports (if necessary) upon project completion.

Customer Responsibilities

- Provide the Cisco PM with a list of designated Customer personnel roles and responsibilities under this Service.
- Ensure that key Customer personnel (such as architecture design and planning, network engineering, network operations personnel) are available to provide information and to participate in review sessions, workshops and other information gathering activities. The Customer PM will also ensure that Cisco is provided with all information, data and documentation as Cisco reasonably requires to provide Services and comply with Cisco’s responsibilities in this Service. This information includes, but is not limited to: (i) information relating to Customer’s network, design, business and other applicable requirements; (ii) functional and/or technical documentation relating to such requirements; and (iii) topology maps, configuration information and existing and proposed network infrastructure.
- Identifying primary and backup Customer authorized site contacts who shall provide necessary information, obtain access clearances and coordinate with other organizations/third parties with respect to Services at that site.

- Participate in scheduled project review meetings or conference calls, if required.
- Coordinate with any external third parties, such as in country Carrier/Telco activities, deliverables and schedules.
- Ensure that Cisco’s request for information or documentation needed for the project is provided within ten (10) Business Days of Cisco’s request, unless the parties agree to another time period for response.

Strategy and Analysis

The Mobility Application Strategy and Analysis Services helps the Customer understand how to align and correlate their mobility strategy to their mobility application strategy while addressing line-of-business drivers, business outcomes, IT innovation outcomes, and operational outcomes. The strategy process and service methodology is highly interactive bringing line-of-business and IT stakeholders together.

This service creates business and technical use cases while delineating functional, user, application, enterprise system, infrastructure, and integration requirements.

Cisco Responsibilities

- Conduct one personalized mobility engagement session (up to 1-2 days onsite).
- Capture and review line of business drivers and requirements, Identify use cases, functional requirements and user requirements.
- Assess and capture as-is and to-be business workflows and processes that will align with mobility application solution
- Capture Key Performance Indicators (KPI)/business metrics that will be measure against use cases
- Identify business drivers and key CMX solution metrics
- Gather integration requirements for applications and enterprise systems, as applicable by deployment size.
- Review Infrastructure requirements and determine gaps to enable prioritized use cases.
- Capture and review the technical and integration requirements: mobility app, enterprise mobility service platform, enterprise system/applications and network infrastructure, as applicable by deployment size, in the current-state network.
- Work with Customer to identify and prioritize applicable use cases based on business requirements within scope for the project.
- Document requirements and use case recommendations.
- Work with Customer to mutually identify use case(s) within scope for the subsequent areas of this project.
- Provide mapping of use cases to Products and Services.
- Draft a Customer Roadmap and Strategy Presentation capturing CMX solution proposal as follows:
 - Use Cases Identified
 - Enterprise Mobility Architecture
 - Strategy Roadmap
 - Transformational Plan

- Provide the Customer Roadmap and Strategy Presentation to Customer for review and approval.
- Draft Customer Requirements Document (“CRD”) of business, functional, and integration requirements.
- Provide the CRD to Customer for review and approval.
- Conduct a meeting with Customer to present the findings of the session and the Customer Roadmap and Strategy Presentation and CRD to Customer key stakeholders and project sponsor.

Customer Responsibilities

- Work with Cisco to schedule personalized mobility engagement session
- Provide to Cisco a list of Customer project sponsor(s) and both key business and technical stakeholders (and/or decision makers) for CMX enablement.
- Designate Customer personnel responsible for providing use case analysis, KPI/business metrics, business drivers, and feedback during the session.
- Participate in a conference call prior to session to provide information and review agenda for session.
- Ensure Customer key personnel participate in the session to include representation for each business and technology discipline.
- Provide necessary documentation prior to the onsite discussions, which may include some or all of the following: a) business drivers that are enabled by the network; b) network architecture diagrams; c) any “in flight” projects that might be impacted by the project.
- Identify use cases (the “Use Case”) within scope for the CMX project.
- Review and approve the Customer Roadmap and Strategy Presentation and CRD with Cisco.
- Participate in a conference call post session to validate/gather additional information to create the proposed Conceptual Architecture.
- Schedule Customer key business and technical stakeholders and project sponsor to attend the presentation of the session summary.

Architecture Design

Cisco will map Customer business objectives and technical requirements to design and develop a CMX solution. Areas in scope include CMX Detect, CMX Connect, CMX Engage, mobile application integration, Cisco’s Enterprise Mobility Service Platform, and infrastructure components integration, such as Mobility Service Engine and the Wireless LAN.

Cisco Responsibilities

- Review the Customer Requirements Document and re-validate the requirements with Customer, as necessary.
- Provide Unified Access architecture planning to include review of the identified use case(s) a) existing and planned security infrastructure design; b) existing and planned wireless network infrastructure design; c) existing

and planned LAN infrastructure design; d) existing and planned wireless network management infrastructure.

- Review the existing Customer’s wireless network architecture and the readiness of existing architecture and infrastructure to support MSE. The review may include:
 - Current and planned wired network infrastructure design
 - Current and planned network management infrastructure
 - Review of the wireless network controller configuration template to determine whether it will support the introduction of CMX
 - Review Mobility Services Engine (MSE) configuration operating over the Cisco centralized WLAN architecture in support of Mobility Services
- For CMX Connect capabilities, customize login page aligned to use case. Develop registration form or use supported social media credentials (e.g. Facebook, LinkedIn, or Google+).
- For CMX Analytics, identify and develop location data into usable format for browser-based platform.
- Develop the Network parameters based on the following features:
 - One network integration with MSE / CMX
 - Floor maps of site up to square footage defined by deployment size
 - Number of concurrent mobile users per site location (Wi-Fi user density)
- Develop the back-end system and platform parameters based on the following features:
 - Integrate 1 Customer Enterprise Systems Connectors
 - Integrate Cisco Cloud Hosted Enterprise Mobility Service Platform (EMSP)
 - Integrate CMX Engage solution into an existing mobile application for location awareness
 - Define business rules, policies, and integration parameters for location-based push notifications
- Create a Solution Design Document (SDD). The SDD would include both high-level solution architecture and low-level architecture.
- Review the Design Document with Customer for comment and approval before it is formally completed and released.
- Present summary of Design Document to the Customer key stakeholders and project sponsor.

Customer Responsibilities

- Provide site maps.
- Provide documented information on Customer’s existing network infrastructure design including version, type, and nature of AD, LDAP, Email, Certificate Authority, VPN and Wi-Fi infrastructure, as well as security policies, network management and operational processes implemented by the Customer.
- Provide Cisco with documentation and knowledge transfer of Customer’s existing enterprise infrastructure design.
- Bring respective third-party platform vendors (including – Cloud service interconnect information, advertisement,

analytics, etc.) and applicable collateral to solution design discussions.

- Provide access to beta or test version of 3rd party platforms and their respective subject matter experts for Cisco engagements.
- Validates Cisco's mobile application integration (for large deployments), back-end system, and network parameters defining Cisco CMX Solution
- Provide Cisco with all maps and accurate Access Point placement on the maps.
- Provide hardware and software needed by Administrative-Users and End-Users to access Mobile Application.
- Identify network components for integration with Cisco Enterprise Mobility Platform.
- Provide Mobility Service Engine with all maps and accurate Access Point placement on the maps.
- Review and approve the SDD document with Cisco

Deployment Services

The Deployment Services validates the CMX solution design in a production environment for the vertical use cases in scope. The focus of this deployment is only on the CMX use cases even if the broader Customer design is larger.

Cisco CMX Detect Implementation

Cisco Responsibilities

- Recommend software releases for the Prime Infrastructure, wireless LAN controllers, and access points.
- Recommend the Mobility Service Engine software release.
- Configure Mobility Services Engines for Connected Mobile Experience Detect:
 - Import the Mobility Services Engine into Prime Infrastructure
 - Import applicable buildings and floor areas
 - Enable and configure device tracking
 - Configuration (as necessary) of areas, zones, paths and devices to be analyzed
 - Determine and configure applicable reporting parameters.
- Support the test and turn-up of the Mobility Services Engine.
- Capture MSE/CMX Configuration, Testing, and Implementation Plans within the CMX Deployment Documents
- Review CMX Deployment Documents documentation with Customer and provide a final version.

Customer Responsibilities

- Provide Prime Infrastructure with appropriate software licenses (either Windows or Linux) which must be installed and fully operational.
- Upgrade software releases for the Prime Infrastructure and wireless LAN controllers to recommended releases for Mobility Services Engine support.
- Provide the Cisco Mobility Services Engine.

- Rack, power, and physically install Mobility Services Engine hardware.
- Ensure that the Mobility Services Engine and PI are physically co-located with high-speed network connection.
- Ensure that the Mobility Services Engine is properly installed on the network with access to the PI.
- Provide current, high-resolution floor plans of each floor in GIF, JPG, or PNG format. Identify the location of existing APs on the floor plans.
- Provide a verified list of the following information for each access point and each wireless LAN controller: a). IP address, subnet mask, and default gateway; b). Hostname; c). specific physical location description; d). Radio and Ethernet MAC addresses; e). SNMP community strings; and f). Username and password for Telnet (or SSH) access.

Cisco CMX Connect Implementation

Cisco Responsibilities

- Recommend software releases for the Prime Infrastructure, wireless LAN controllers, and access points.
- Configure a single instance of one CMX wireless guest access solution – either CMX Facebook Wi-Fi or CMX Visitor Connect, which may include authentication through social media credentials such as Facebook, LinkedIn, or Google+.
- Support the test and turn-up of the CMX wireless guest access solution.
- Configure, test, and verify guest login page and guest registration form as per the CMX Deployment Documents
- Capture Configuration, Testing, and Implementation Plans within the CMX Deployment Documents
- Review CMX Deployment Documents documentation with Customer and provide a final version.

Customer Responsibilities

- Provide Prime Infrastructure with appropriate software licenses (either Windows or Linux), which must be installed and fully operational.
- Upgrade software releases for the Prime Infrastructure and wireless LAN controller to recommended releases for MSE support.
- Provide a Mobility Services Engine with appropriate software licenses, which must be installed and fully operational.
- If Facebook Wi-Fi guest access solution is selected, provide a merchant Facebook page for integration with the CMX Facebook WiFi application.
- Provide sign-off signature on completion of the CMX Implementation and Testing within the CMX Deployment Documents.

Cisco CMX Engage Implementation

For large deployment only, configuration, testing and verification of a CMX Engage to ensure the implementation

meets the location-based push notifications and mobile application-based engagement specifications.

Cisco Responsibilities

- Scope the Configuration of Wireless LAN Controller, Cisco Prime Infrastructure, MSE & Access Points limited to integration with EMSP.
- Install and configure EMSP and Mobile Application Solution, as defined within CRD, after Customer provides EMSP license.
- Integrate the existing Mobile Application, which includes build logic and capability to perform defined functions in SDD scoping document and adding an extension to the existing application to create additional capabilities.
- Develop prototype Mobile Application integration, once the Customer/Integrator signed-off on Customer requirements document (CRD) and solution design document (SDD). For these purposes, Cisco shall: a) Build wireframe, b) Create static pages, c) Link to application, d) Show application functioning test environment as scoped in the solution design document (SDD)
- Assist to build the mobile application UI to accommodate the location-based push notifications
- Work with Customer to develop Test Plan within the CMX Deployment Document, which includes User Acceptance Testing and defines and records the specific set of procedures and/or tests developed by Cisco and agreed to by the Customer that are necessary to test the CMX solution and to declare that it is ready for use. Successful test execution will signify completion of the Deployment service.
- Develop a step-by-step implementation plan, within the CMX Deployment Document, that captures the process for rolling out the Mobile Application to the Customer's locations.
- Work with Customer to identify the implementation tasks and task owners CMX Solution Implementation Plan.
- Validate solution aligns to CRD.
- Finalize CMX Connect as represented with Mobile Application Solution integration with Customer's approval by performing all scoped application requirements identified in CRD for review and approval
- Capture Configuration, Testing, and Implementation Plans within the CMX Deployment Documents
- Review CMX Deployment Documents documentation with Customer and provide a final version.

Customer Responsibilities

- Provide site maps.
- Provide documented information on Customer's existing network infrastructure design including version, type, and nature of AD, LDAP, Email, Certificate Authority, VPN and Wi-Fi infrastructure, as well as security policies, network management and operational processes implemented by the Customer.
- Provide Cisco with documentation and knowledge transfer of Customer's existing enterprise infrastructure design for Cisco to deliver the Services.

- Bring respective third-party platform vendors (including – Cloud service interconnect information, advertisement, analytics, etc.) and applicable collateral to solution design discussions.
- Provide software licenses for Cisco Enterprise Mobility Service Platform.
- Provide access to beta or test version of 3rd party platforms and their respective subject matter experts for Cisco engagements.
- Validates Cisco's application, back-end system, network, and integration parameters defining CMX Solution including Mobile App integration.
- Review and approve the CMX Deployment document with Cisco
- Review and approve the CMX Test Plan
- Work with Cisco to identify and detail the Application implementation tasks as outlined in the CMX Implementation Plan.
- Review and approve the CMX Implementation Plan
- Review and approve the CMX Solution Deployment
- Provide Cisco with all maps and accurate Access Point placement on the maps.
- Provide hardware and software needed by Administrative-Users and End-Users to access Mobile Application.
- Identify network components for integration with Cisco Enterprise Mobility Service Platform.
- Provide Mobility Service Engine with all maps and accurate Access Point placement on the maps.
- Provide a test environment within the site – a place where Cisco can test the solution without affecting the production network.
- Designate key personnel to support the Mobile Application deployment.
- Provide the required endpoints (i.e., mobile devices, smartphones, tablet computers) to execute the defined test use cases.
- Provide the necessary list with the compliance requirements necessary for Cisco to comply with the steps required for the deployment.
- Provide access to all designated areas.
- Provide VPN access for remote deployment support or resource to provide deployment support.
- Remediate any gaps identified outside the scope of Cisco's MRA and MBE. (i.e. wireless coverage gaps, if any, etc.)
- Provide sign-off signature on completion of the CMX Implementation and Testing within the CMX Deployment Documents.

Cisco Mobility Services Engine Implementation for Wireless Intrusion Prevention System ("wIPS")

Cisco Responsibilities

- Install and configure of MSE to support wIPS
- Import the MSE into Prime Infrastructure
- Enable the wIPS service and synchronize with Wireless LAN controllers

- Configure and enable designated access points for WIPS-optimized monitor mode
- Create a WIPS profile for adaptive intrusion prevention
- Apply profile and activate WIPS on participating Wireless LAN controllers

Customer Responsibilities

- Provide Cisco Prime Infrastructure ("PI") with appropriate software licenses (either Windows or Linux) which must be installed and fully operational.
- Upgrade software releases for the Prime Infrastructure and WLAN controllers to recommended releases for MSE support.
- Provide the Cisco Mobility Services Engine.
- Rack, power, and physically install Mobility Services Engine hardware.
- Ensure that the Mobility Services Engine and Prime Infrastructure are physically co-located with high-speed network connection.
- Ensure that the Mobility Services Engine is properly installed on the network with access to the Prime Infrastructure.
- Provide current, high-resolution floor plans of each floor in GIF, JPG, or PNG format. Identify the location of existing APs on the floor plans.
- Provide a verified list of the following information for each access point and each wireless LAN controller:
 - IP address, subnet mask, and default gateway;
 - Hostname;
 - specific physical location description;
 - Radio and Ethernet MAC addresses;
 - SNMP community strings;
 - Username and password for Telnet (or SSH) access.

Knowledge Transfer

Cisco Responsibilities

Conduct a single 8-hour remote knowledge transfer session to Customer network engineering and optional staff on as-built CMX solution, including a review of how to use the key features of CMX and WIPS management including:

- CMX Solution and Use Case Overview
- CMX Architecture Design and Deployment Overview.
- WIPS Deployment
- For Large deployments, Mobile App Solutions and location-based push notifications

Customer Responsibilities

- Designate Customer personnel to attend the Knowledge Transfer Workshop Session.
- Agree with Cisco on which CMX topics that would be of most value to the Customer for the knowledge transfer session.

General Customer Responsibilities

- Unless otherwise agreed to by both parties, Customer shall respond within two (2) business days of Cisco's request for documentation and information needed for the Services.
- All information (such as but not limited to: designs, topologies, requirements) provided by Customer is assumed to be up-to-date and valid for the Customer's current environment. Cisco Services are based upon information provided to Cisco by Customer at the time of the Services.
- Customer acknowledges that the completion of Services is dependent upon Customer meeting its responsibilities as indicated herein.
- Identify Customer's personnel and define their roles in the participation of the Services. Such personnel may include but is not limited to: architecture design and planning engineers, and network engineers.
- Ensure Customer's personnel are available to participate during the course of the Services to provide information and to participate in scheduled information gathering sessions, interviews, meetings and conference calls.
- Support services provided by Cisco comprise technical advice, assistance and guidance only.
- Customer expressly understands and agrees that the Services shall take place and complete within 210 calendar days from issuing a Purchase Order to Cisco.
- Customer to notify Cisco of any scheduling changes related to the project at least ten (10) Business Days prior of the scheduled activity.
- Customer expressly understands that the following are out of scope for the Services:
 - RF Design Design/Site Survey
 - Assessment Service for Unified Access solution
 - Configuration for any equipment other than 1 Mobility Services Engine, 1 wireless LAN Controller and 1 Cisco Prime Infrastructure
 - Network performance validation
 - Performance of Context Aware Location accuracy calibration and testing activities
 - Formal training for staff (outside of informal knowledge transfer)
 - Cabling and physical installation of any equipment
 - Design and deployment for Virtualization and Collaboration technologies
 - Design & deployment of advanced LAN / WAN infrastructure beyond the capabilities required to directly support the Unified Access solution.

Invoicing and Completion

Invoicing

Services will be invoiced upon completion of the Services.

Completion of Services

Cisco will provide written notification upon completion of the Services to Customer. The Customer shall within five (5)

Business Days of receipt of such notification provide written acknowledgement of Cisco's completion of the Services. Customer's failure to acknowledge completion of the Services or to provide reasons for rejection of the Services

within the five (5) Business Day period signifies Customer's acceptance of completion of the Services in accordance with this Service Description.